

Results of the Lane County Fair 2008 Visitor Survey

Prepared for

Lane County Fair

by

Community Planning Workshop

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Report

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Executive Summary

The Community Planning Workshop (CPW) conducted an intercept survey at the Lane County Fair from August 12th to August 17th, 2008. A total of 442 surveys were completed during this time period. The majority of surveys (62%) were collected during the first two and second days of the fair, while the remaining 38% of the surveys were collected over the rest of the week (4 days). The majority of participants (96%) answered an English language version of the survey, with the remaining 4% of participants answering questions on a translated Spanish language version of the survey.

The survey results suggest that the majority of respondents felt that the 2008 Lane County Fair met or exceeded their expectations. Respondents also generally agreed that the Lane County Fair is an equivalent or better value than other entertainment activities. The food court and exhibits continue to be the primary attractions for most visitors, and the majority of respondents reported having attended the Lane County Fair before in previous years. Other key survey findings are listed below.

- Most survey respondents (82%) were from Lane County and the distribution between males and females was 32% (men) and 42% (women) (26% of respondents did not indicate their gender).
- The majority of respondents (70%) indicated that the Fair met or exceeded their expectations this year.
- The majority of respondents (75%) felt this year's Fair was about the same or better in value for their entertainment dollar compared to other activities.
- Respondents reported that the following results were the top reasons for attending this year's Fair: Food Court (75%), Animal Exhibits (66%), Exhibits Department (55%), and the Carnival Midway (50%).
- Respondents reported that the following methods were the best ways for informing them about the Lane County Fair: Newspaper Advertisements (42%), Radio Announcement (39%), and Television Commercials (37%).
- The majority of survey respondents (61%) attended this year's Fair in parties of 2-4, with 8% of respondents reporting having attended the Fair in a party of 8 visitors or more.

- The majority of respondents (70%) expected to attend this year's Fair for 2-3 days, while 30% of respondents expected to visit the Fair for 4-7 days.
- Respondents most frequently remembered the following Fair sponsors: Bi-Mart (64%), Pepsi (45%), The Register Guard (38%), SELCO Credit Union (38%), Three Rivers Casino (29%), and New County 93/Magic 94 (29%).

Introduction

Nearly 160,000 people attended the 2008 Lane County Fair. The Fair continues to draw large crowds from all over the state. The main stage concerts, exhibits, carnival attractions and food concessions bring thousands of dollars into the local economy. As the Fair continues to attract larger crowds and offer more food and drinks, it is important to understand how Fairgoers perceive the event.

The Community Planning Workshop (CPW) at the University of Oregon has administered intercept surveys at the Lane County Fair for several years. The Lane Events Center hired CPW to refine and administer an intercept survey asking Fair visitors about food, activities, and the overall fair experience. This report summarizes the results of the intercept survey administered by CPW at the 2008 Lane County Fair.

Purpose

The survey solicited opinions from Fair visitors about various aspects of the Fair including satisfaction with experience, attractions visited, previous years attended, and support for the Fair in general. This report summarizes the results of the visitor survey. The survey addressed:

- Attitudes about the quality of this year's Fair;
- How respondents obtain their information about the Fair;
- Popular activities and attractions among Fair visitors;
- Importance of the main stage events;
- The length of the Fair;
- Sponsors most frequently remembered by respondents; and
- Characteristics of visitors at this year's Fair.

Methods

The Community Planning Workshop developed and administered the survey in August 2008. Fair Staff developed a draft survey instrument based on previous surveys that was then reviewed and edited by CPW.

The 2008 Lane County Fair occurred between August 12th and August 17th. CPW staff conducted 442 intercept surveys at multiple locations inside the Fairgrounds.

The process of an intercept survey is relatively straightforward. Interviewers were posted in strategic locations during specific times to randomly "intercept" patrons for the purpose of completing the survey.

Interviewers provided respondents with a blank survey on a clipboard and a pencil to complete the survey.

CPW used the Statistical Package for Social Sciences (SPSS) for Windows to analyze the survey results. The surveys were coded and then entered into an SPSS database. Using SPSS, CPW generated frequency distributions on all questions.

Due to the nature of its administration, this intercept survey did not produce a true “random sample”; therefore, the results are not statistically significant and can not be generalized to the entire Fair population. However, these results do represent the opinions of the 442 people surveyed and provide the leadership of Lane County Fair with a snapshot of opinions about the 2008 Fair.

Report Organization

The remainder of this report is organized in the same manner as the survey instrument. We begin by evaluating respondents’ opinions regarding the Fair in general and conclude by describing the demographics of the survey respondents.

Three appendices supply more detailed results. Appendix A is a copy of the survey, showing all the questions, as administered. Appendix B summarizes the written responses to the open-ended questions on the survey (questions that require written responses rather than check boxes or supplying a number). Appendix C provides the home ZIP codes of survey respondents.

Survey Results

General Opinions

The Lane County Fair 2008 Visitors Survey asked visitors a series of questions regarding the quality, extent, and type of their Fair experience this year.

When asked about their experience at this year's Fair, 70% percent of respondents indicated this year's Fair either met or exceeded their expectations. This result was less than the 2007 Fair experience. Table 1 summarizes visitors' responses regarding their Fair experience.

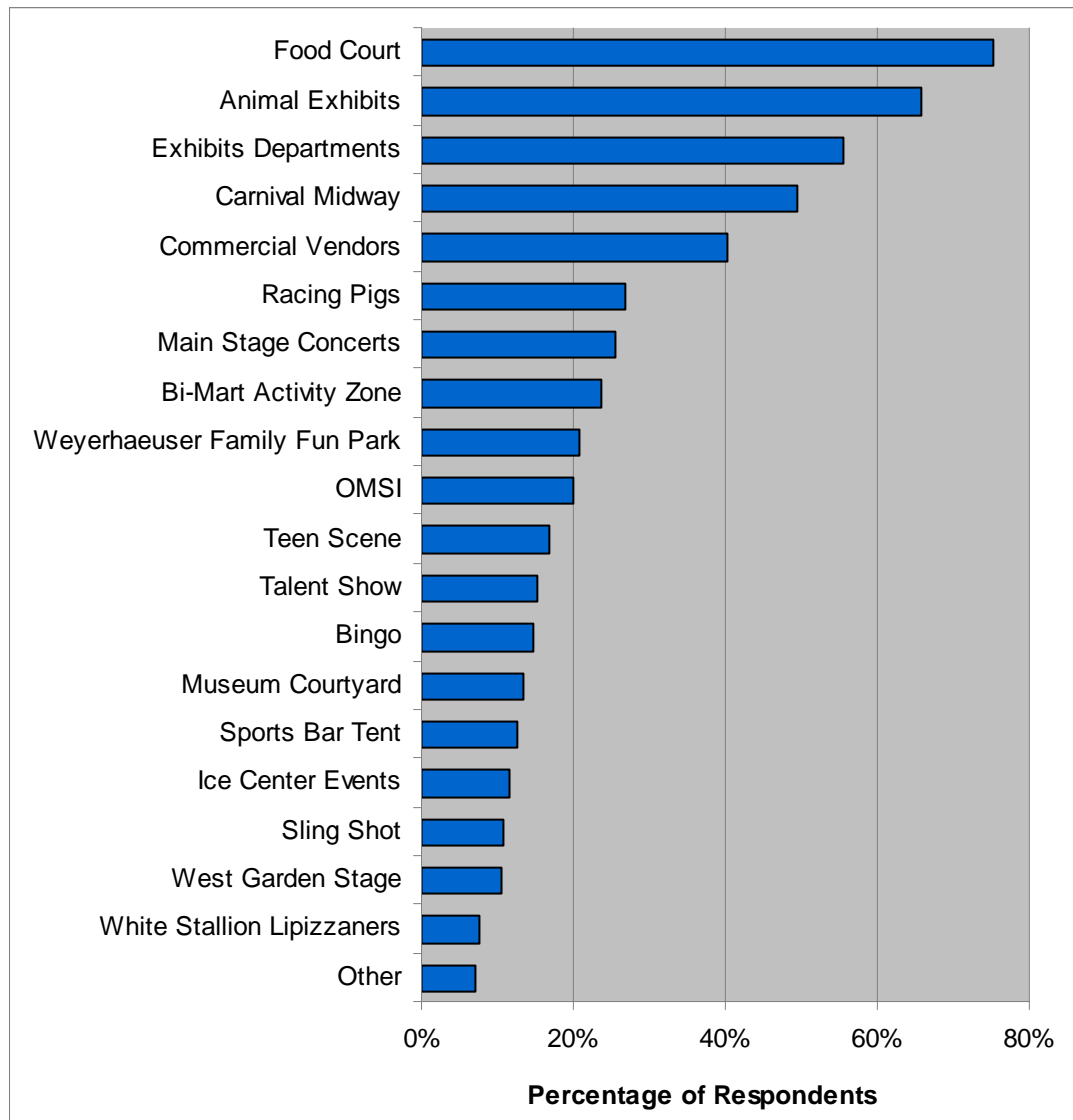
Table 1. The Fair Experience

Level of Expectation	Year			
	2005	2006	2007	2008
Above Expectations	12%	14%	14%	8%
Met Expectations	69%	69%	69%	62%
Below Expectations	19%	17%	17%	17%
No Response	--	--	--	13%

Source: Lane County Fair Intercept Survey, Community Planning Workshop, 2008

Figure 1 reports what fairgoers' visited or planned to visit during their trip to the fair. The most popular attraction was the food court (75%), followed by animal exhibits (66%), the event's center exhibits department (55%), and the carnival midway (50%). These four attractions have been the most popular in the past couple of years. This year's distribution of popular/unpopular attractions remained relatively similar compared to the previous year.

Figure 1. Attractions Visited or Planned to Visit



Source: Lane County Fair Intercept Survey, Community Planning Workshop, 2008

Table 2 shows respondents' opinions concerning the value of the Fair compared to other entertainment activities. One quarter of respondents reported that the fair was "not as good" of a value. However, 70% of respondents indicated the Fair was as good or better in value when compared to other activities. The percent of respondents who felt that the value was "not as good" was the same as last year.

In 2008, admission prices were \$9/day for adults (18-64 years in age), \$6 for youths (6-17 years) and seniors (65+), and free for children (5 years and under). Admission prices did not include carnival rides, food, or admission to the main stage concerts. However, there were "Sponsor Discount Days"

that included incentives and promotions for rides, special games, and discounts on admission.

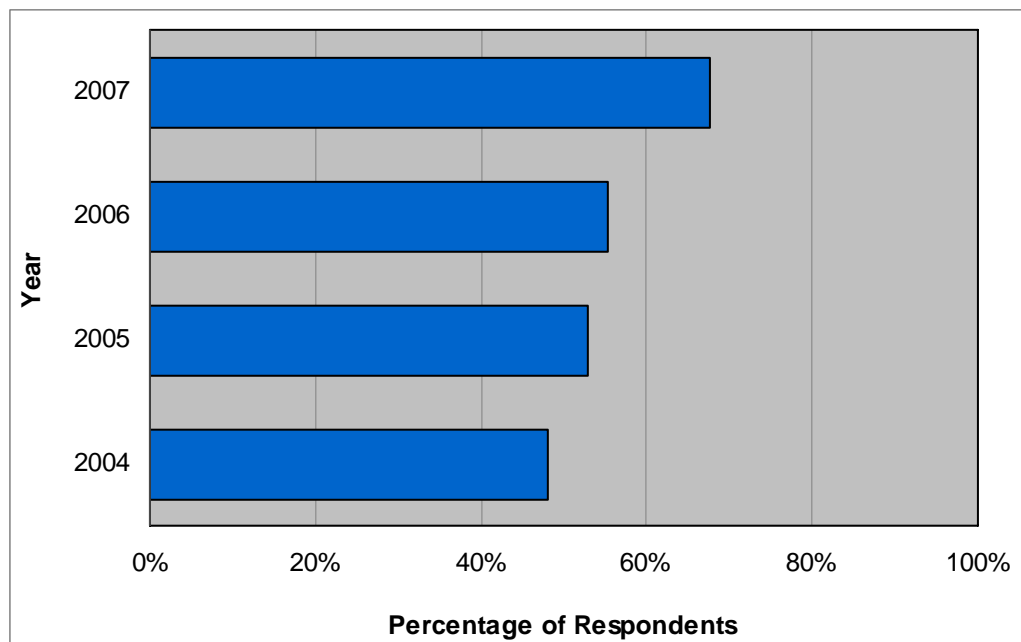
Table 2. Value of Fair Compared to Other Activities

Value	Percent Response per Year			
	2005	2006	2007	2008
Better Value	24%	22%	20%	16%
About the Same	50%	46%	55%	54%
Not as Good	26%	32%	25%	25%
No Response	--	--	--	5%

Source: Lane County Fair Intercept Survey, Community Planning Workshop, 2008

Fair visitors report that they are returning year after year (Figure 2). These results suggest the Fair is improving its ability to meet the needs of visitors.

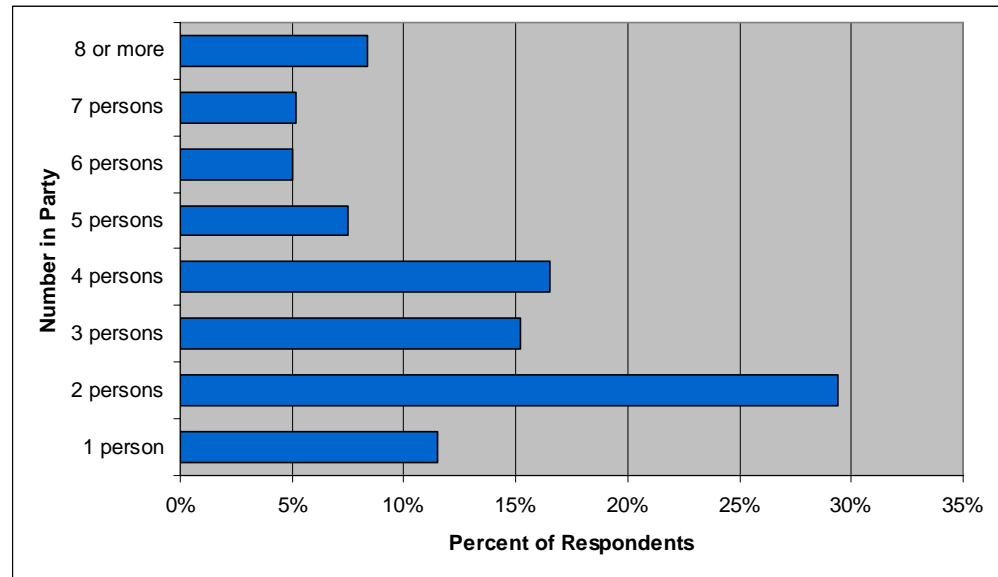
Figure 2. Percent of Respondents Who Attended Previous Fairs



Source: Lane County Fair Intercept Survey, Community Planning Workshop, 2008

The survey asked fairgoers about how many days they planned on attending the fair and how many people were in their party. Fairgoers reported that they expected to attend the fair an average of 2 days and on average 3 other people accompanied them. Figure 3 illustrates the size of the respondent's parties.

Figure 3. Size of Respondents' Party



Source: Lane County Fair Visitor Survey, Community Planning Workshop, 2008

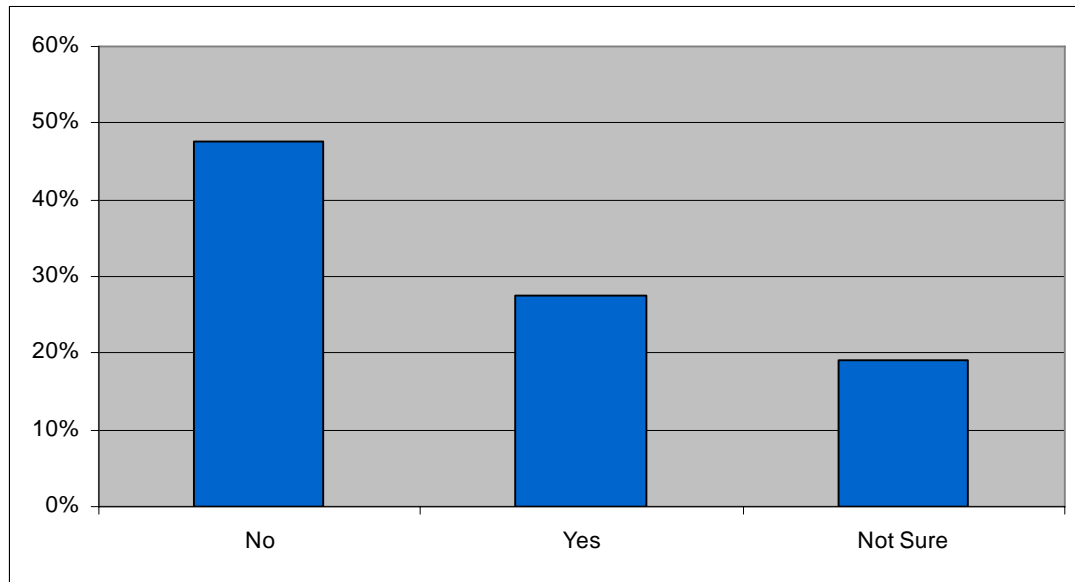
When asked what would most improve the Fair respondents expressed their opinions in an open ended response. Five common themes that came up in the open responses were:

- Lower costs
- Variety of carnival rides
- Variety of food options
- Desire for more and diverse music acts
- Need for additional seating and shade.

Appendix B lists all the comments reported by respondents.

The Main Stage Concerts are held on a nightly basis at the Lane County Fair. This concert series is host to national caliber musical acts as well as local bands. The 2008 Main Stage Concerts included performances by Canned Heat, Jack Ingram, Riffle and the Satin Love Orchestra, Little Big Town, and Chicago. Twenty-six percent of survey respondents planned on attending at least one of the main stage concert events. Fairgoers were also asked if reducing the amount of national acts would negatively affect the fair experience. Most respondents (48%) stated that reducing the number of main stage national acts would not negatively affect their fair experience. Twenty-seven percent, however, felt that reducing the number of national acts would negatively affect their fair experience (Figure 4).

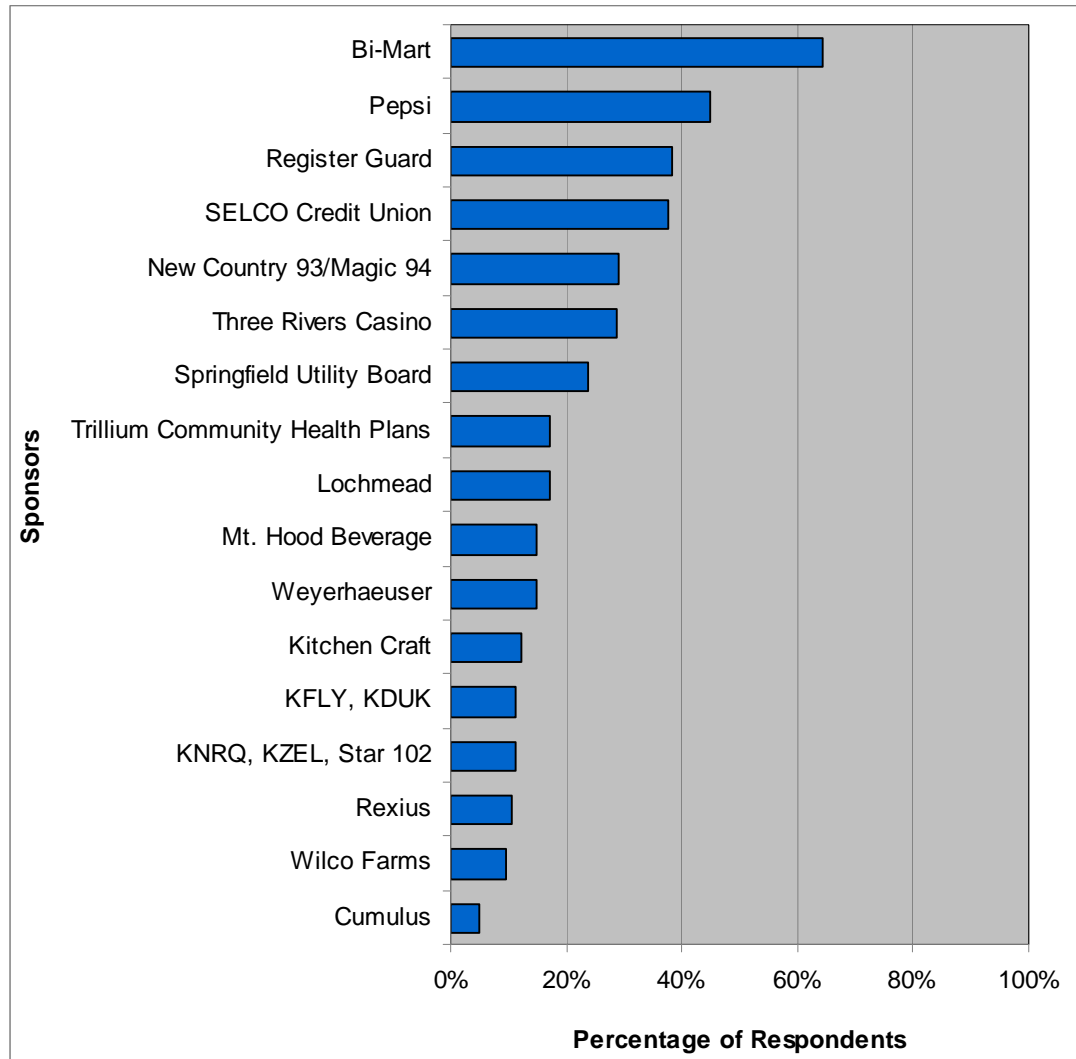
Figure 4. Reduced National Acts Negatively Affect Fair Experience



Source: Lane County Fair Intercept Survey, Community Planning Workshop, 2008

The survey asked respondents whether or not they remembered seeing thirteen different sponsors during their visit to the 2008 Fair (Figure 5). More than half of the respondents recalled Bi-mart (64%) as a fair sponsor. Forty-five percent of respondents recalled that Pepsi was a sponsor, followed by the Register Guard (38%), SELCO Credit Union (38%), New Country 93/Magic 94 (29%), Three Rivers Casino (29%) and the Springfield Utility Board (24%).

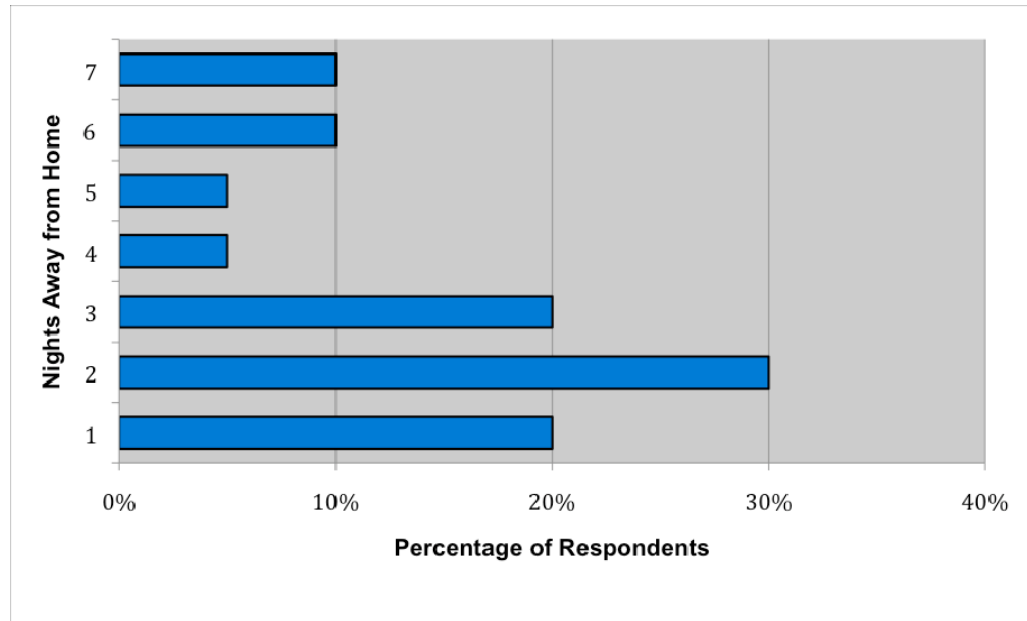
Figure 5. Recall of Fair Sponsors



Source: Lane County Fair Intercept Survey, Community Planning Workshop, 2008

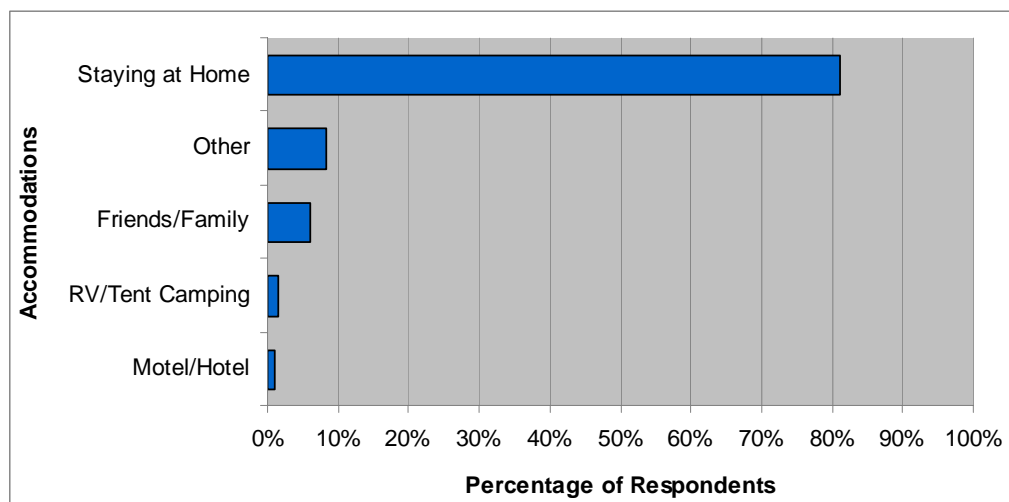
Only 5% of respondents spent one night or more away from home while visiting the Fair. Of those staying away from home, 20% of respondents planned on spending one night away from home, 30% of respondents planned on spending two nights, and 20% planned on spending three nights away from home (Figure 6). Approximately two-thirds (65%) of respondents who were away from home spent the night with friends or family (Figure 7).

Figure 6. Number of Nights Away From Home



Source: Lane County Fair Intercept Survey, Community Planning Workshop, 2008

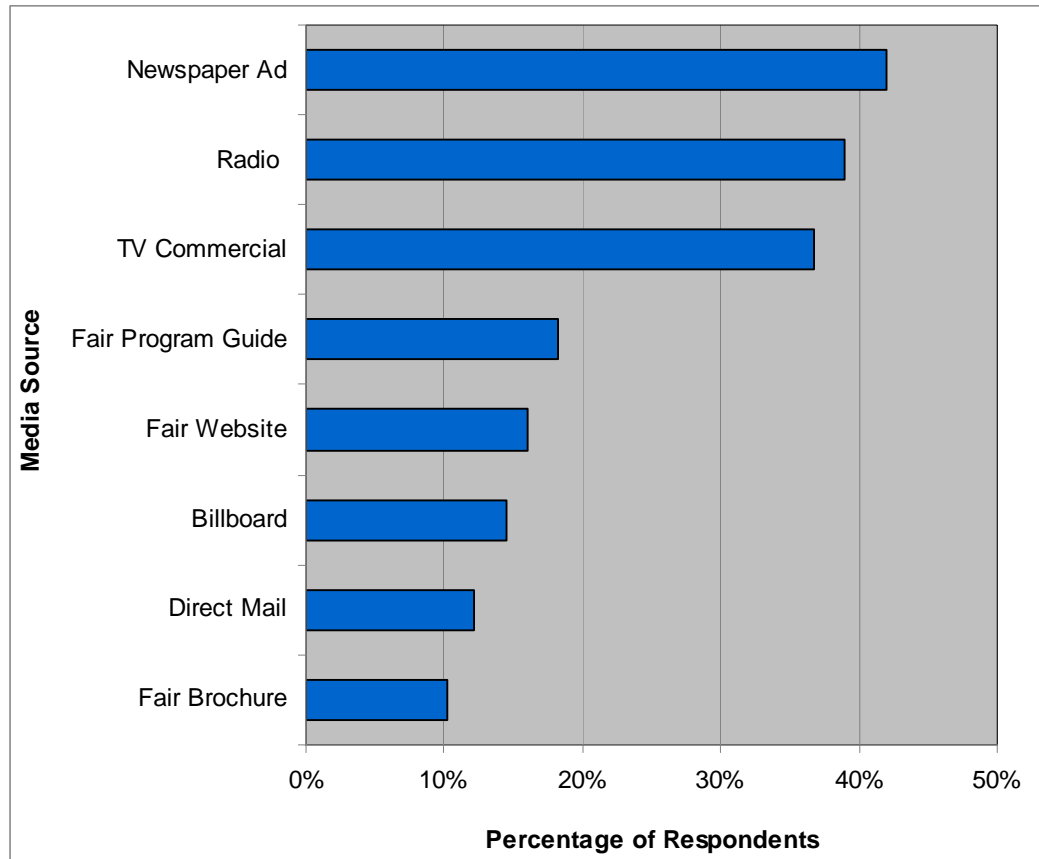
Figure 7. Accommodations During the Fair



Source: Lane County Fair Intercept Survey, Community Planning Workshop, 2008

Figure 8 shows which media sources respondents preferred as the best method for informing them about the Fair. The most preferred methods were newspaper advertisements (42%) and radio advertisements (39%). Another popular method was television commercials with 37% of respondents preferring to be informed about the fair this way. In the previous year, respondents preferred TV commercial more than radio, but that preference seem to have changed this year. Respondents least preferred methods for being informed about the Fair were brochure and direct mail (12% and 10% respectively). Previous year's fair participants also indicated fair brochure and direct mail as the least preferred methods.

Figure 8. Preferred Media Method



Source: Lane County Fair Intercept Survey, Community Planning Workshop, 2008

Characteristics of Survey Respondents

The survey included a series of questions regarding the characteristics of survey respondents. These questions included age, gender, and zip code of survey respondents.

The percentage of women (42%) surveyed during the Fair was higher than the percentage of men (32%) with most of the people being aged 25-44 and 45-64 years old (26% of respondents did not indicate gender). This year, there was higher ratio of younger respondents ages 18-24 (15%) than last year's respondents (9%)

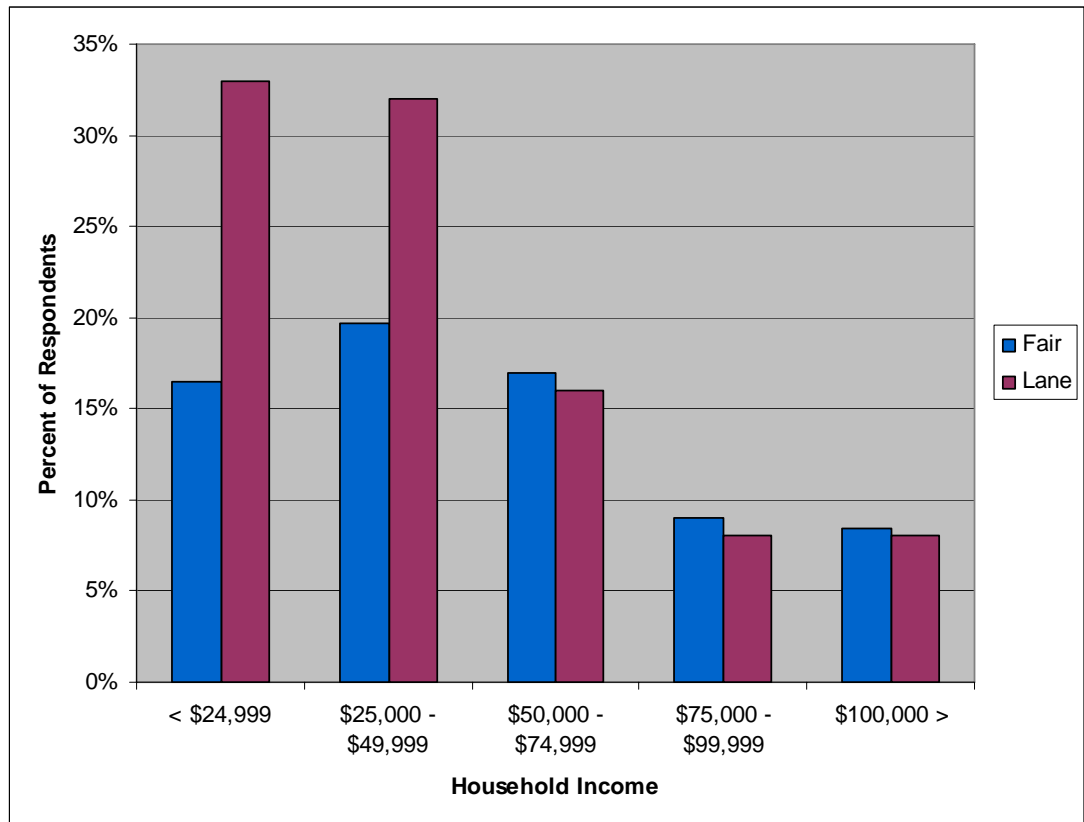
Table 3. Age Ranges of Respondents

Age	Number	Percentage
18 - 24	66	15%
25 - 44	142	32%
45 - 64	123	28%
65 >	49	11%
Not Given	61	14%

Source: Lane County Fair Intercept Survey, Community Planning Workshop, 2008

The survey respondents tended to have slightly higher household incomes than Lane County residents in general, which may reflect the large number of Eugene residents visiting the Fair. The percent of respondents with incomes between \$25,000 and \$75,000 have decreased in the past couple of years. In 2006, 48% of respondents fell in this income bracket, in 2007 it was 57%, and in 2008 it is 37%. The percent of respondents with incomes below \$25,000 have decreased as well. This year, just under one-quarter (17%) of respondents households earned less than \$25,000 annually, whereas 29% did so in 2006 and 23% in 2007 (Figure 9).

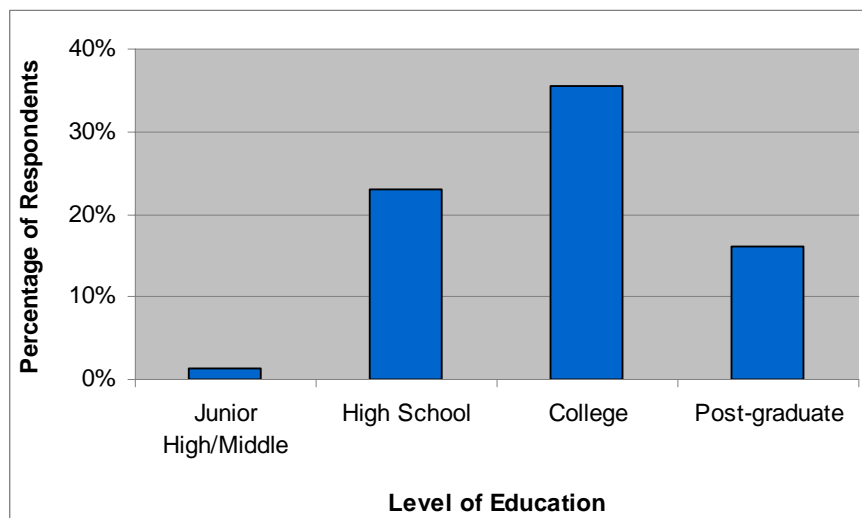
Figure 9. Household Income



Sources: 2000 U.S. Census; Lane County Fair Intercept Survey, Community Planning Workshop, 2008

The high rate of college-educated respondents probably reflects the high number of Eugene residents attending the Fair. Fifty-two percent of visitors had college or post-graduate educations and 23% of visitors surveyed had high school educations (Figure 10).

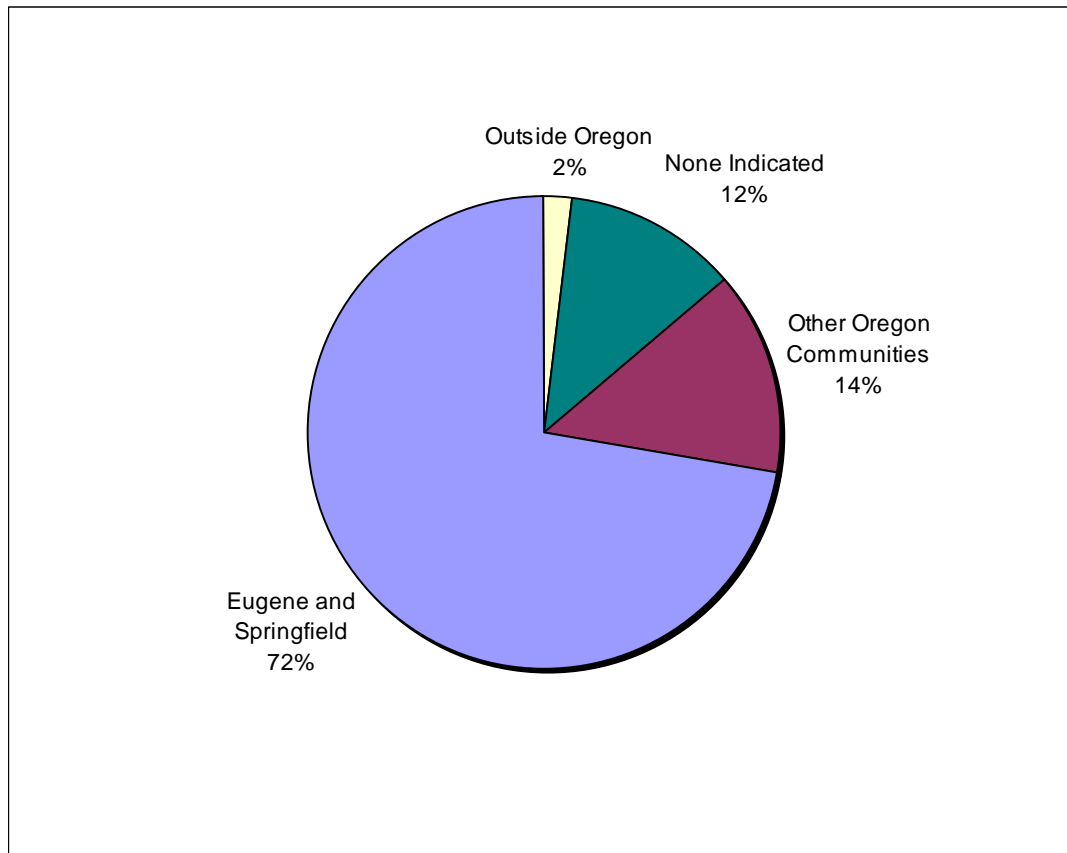
Figure 10. Level of Education



Source: Lane County Fair Intercept Survey, Community Planning Workshop, 2008

The Eugene/Springfield urban area is home to 72% of survey respondents. The ratio has been slightly falling since 2005. In 2006, 78% of the respondents lived in Eugene/Springfield area, there were 74% in 2007. Visitors from other Oregon community have dropped from 23% to 14% between 2007 and 2008. Of the 14% of respondents who reside in other Oregon communities, 10% reside within Lane County, including, Junction City, Vaughn, Triangle Lake, and Creswell, while the other 4% reside outside of Lane County. A small fraction (2%) of respondents visited the Fair from outside Oregon (Figure 11). See Appendix C for a detailed list of respondents' household location.

Figure 11. Household Location



Source: Lane County Fair Intercept Survey, Community Planning Workshop, 2008

2008 Lane County Fair Survey

Thank you for agreeing to participate in this survey. The information you share will help ensure that the Lane County Fair reflects the interests of Lane County residents. All results will be summarized and presented in aggregate.

First, we would like to ask you about your visit to the Fair.

- 1. Which of the following attractions did you visit or plan to visit today? Please check all that apply.**

- | | | |
|--|--|--|
| <input type="checkbox"/> Exhibits Department | <input type="checkbox"/> OMSI | <input type="checkbox"/> West Garden Stage |
| <input type="checkbox"/> Animal Exhibits | <input type="checkbox"/> Weyerhaeuser | <input type="checkbox"/> Racing Pigs |
| <input type="checkbox"/> Carnival Midway | <input type="checkbox"/> Family Fun Park | <input type="checkbox"/> Sling Shot |
| <input type="checkbox"/> Commercial Vendors | <input type="checkbox"/> Bi-Mart Activity Zone | <input type="checkbox"/> Bingo |
| <input type="checkbox"/> Food Court | <input type="checkbox"/> Museum Courtyard | <input type="checkbox"/> Ice Center Events |
| <input type="checkbox"/> Talent Show | <input type="checkbox"/> Main Stage Concerts | <input type="checkbox"/> Others: _____ |
| <input type="checkbox"/> White Stallion | <input type="checkbox"/> Teen Scene | |
| <input type="checkbox"/> Lipizzaners | <input type="checkbox"/> Sports Bar Tent | |

- 2. For your entertainment dollar, how good of a value do you think the Lane County Fair is compared with other activities?**

- ☐ Better value ☐ About the same ☐ Not as good

- 3. Which recent Lane County Fair(s) did you attend?**

- ☐ 2004 ☐ 2005 ☐ 2006 ☐ 2007

- 4. How many people came to the Fair with you today, including yourself? _____ people**

- 5. How many days do you expect to attend this year's Fair? _____ days**

- 6. What would most improve the Fair for you? Please comment.**
- _____

- 7. The Lane County Fair has focused on attracting national acts to the Main Stage Concerts. These acts, however, are very expensive. Do you think reducing the number of national acts would negatively affect your fair experience?**

- ☐ Yes ☐ No ☐ Not sure

- 8. Which of the following sponsors do you remember from today's visit? (Please check all that apply.)**

- | | | |
|---|--|---|
| <input type="checkbox"/> SELCO Credit Union | <input type="checkbox"/> Springfield Utility | <input type="checkbox"/> KNRQ, KZEL, Star |
| <input type="checkbox"/> Trillium Community | <input type="checkbox"/> Board | <input type="checkbox"/> 102 |
| <input type="checkbox"/> Health Plans | <input type="checkbox"/> New Country 93 / | <input type="checkbox"/> Bi-Mart |
| <input type="checkbox"/> Register Guard | <input type="checkbox"/> Magic 94 | <input type="checkbox"/> Pepsi |
| <input type="checkbox"/> Lochmead | <input type="checkbox"/> Three Rivers Casino | <input type="checkbox"/> Rexius |
| <input type="checkbox"/> Mt. Hood Beverage | <input type="checkbox"/> Weyerhaeuser | <input type="checkbox"/> KFLY, KDUK |
| <input type="checkbox"/> Kitchen Craft | <input type="checkbox"/> Cumulus | <input type="checkbox"/> Wilco Farms |

Second, we would like to ask you some questions about your experience in Lane County.

- 9. Please indicate where you are staying during the Fair.**

- | | |
|---|--|
| <input type="checkbox"/> Resident of Eugene/Springfield | <input type="checkbox"/> RV/Tent Camping |
| <input type="checkbox"/> Friends/Family | <input type="checkbox"/> Other (specify) _____ |
| <input type="checkbox"/> Motel/ Hotel | |

- 10. If you are staying away from home during your Fair visit, please indicate the number of nights.**

_____ nights

11. With a limited advertising budget, what is the best method for informing you about the Lane County Fair? (Check only 3)
- | | | |
|--|--|---|
| <input type="checkbox"/> Radio (specify station) _____ | <input type="checkbox"/> Billboard | <input type="checkbox"/> Fair Program Guide |
| <input type="checkbox"/> TV Commercial | <input type="checkbox"/> Fair Website | <input type="checkbox"/> Fair Brochure |
| | <input type="checkbox"/> Newspapers Ad | <input type="checkbox"/> Direct mail |
12. How has your experience at the Fair been this year?
- | | | |
|---|--|--|
| <input type="checkbox"/> Exceeded my expectations | <input type="checkbox"/> Met my expectations | <input type="checkbox"/> Below my expectations |
|---|--|--|

Finally, some questions about yourself.

13. Please indicate your gender, age, household income and educational level completed. (Please circle your answer in each column.)

Gender	Age	Household Income	Years of Education
Male	18 - 24	< \$24,999	Junior High/Middle
Female	25 - 44	\$25,000 – \$49,999	High School
	45 - 64	\$50,000 – \$74,999	College
	65+	\$75,000 - \$99,999	Post-graduate
		\$100,000 >	

14. What is your zip code? _____

Please share any other comments you have in the space provided below.

Thank you for participating in this survey.

Appendix B

TRANSCRIPT OF WRITTEN SURVEY COMMENTS

Typically, survey instruments attempt to bind responses into a set of fixed categories to make data entry and analysis more manageable. Because the majority of questions are closed-ended (i.e., the respondent is provided a limited number of options to select), we always invite respondents to share any other comments with us. This survey instrument included 5 questions with the opportunity to provide additional comments. Responses to the following “Other” categories and open-ended questions are listed in this appendix:

- Q2. Which of the following attractions did you visit or plan to visit?
- Q7. What would most improve the Fair for you? Please comment.
- Q10. Please indicate where you are staying during the Fair.
- Q12. What is the best method for informing you about the Lane County Fair?
- Please share any other comments you have in the space provided below.

The remainder of this appendix provides a verbatim transcript of respondents’ comments.

Q1. Which of the following attractions did you visit or plan to visit today?

- Animal barns
- Beer garden
- Canned foods & garden entries for prizes
- Canned Heat band
- Dime + dish toss
- Food court
- Fresian
- Grange
- Hillbilly band (2)
- Horses
- Photography (2)
- Rides
- Senior music

Q 6. What would most improve the Fair for you?

PRICES

- Lower prices, more affordable (51)
- More affordable admission (8)
- Less expensive food (9)
- Less expensive rides (17)
- Lower cost of food & rides – free samples like Rose Festival
- Keep the ride cards lower and good all 6 days. Hardly anybody here today – Wed – because of higher ride prices
- The price of bracelets
- Ride prices and food prices (2)
- Cost down on games/food, other activities. Spent \$120 in 2 short hours! Kids wanna play expensive games!
- Make a free day paired with food/ride specials so low income families can attend (or distribute vouchers through local agencies)
- Expensive to get in & expensive ride tickets if you don't come on a special day
- Every day cheap prices
- Cheaper ticket packages for the kids
- \$ more lower priced ride days for kids to give better choice of days
- Charge less for entry and events. Attendance is down because the event is too expensive. By charging less you'd make more money.
- Lower prices, not affordable
- Lower senior rates from 58 to 65+
- Separate the midway so you don't have to pay just to get into that
- Lower costs on tickets and food and ATM fees
- I would come more often if it cost less
- Short time ticket discount
- Price of entrance no more than \$5
- More reasonable for families (2)
- More cost effective, more events that do not cost
- Price of main stage concerts too high
- Cheaper drinks, ticket prices
- Deaf or hard-of-hearing should pay less
- Cheaper entrance fee, better advertising on costs & specials
- Pricing – with people out of jobs, need to be more reasonable
- Visa use @ ticket stands
- Lower prices for everything or we won't return

FOOD/DRINK

- More food variety (2)
- More food options (2)
- Not a large variety of food, water at gate
- Fresher food, low prices
- Less expensive, better, healthy choices in food (3)
- More reasonable food and drinks and access to free water booths or stations
- Offer organic, vegan, health foods
- More organic vegan food – this is Eugene
- Offer organic, vegan, health foods
- Big tents for eating
- Put food eating tent back
- More tables for food/eating
- Sugar donuts
- More chili dogs
- Meat goats
- Beer too expensive
- Free beer
- Free water
- More water fountains

RIDES

- More rides (4)
- Allow parents to go on rides with younger kids and not pay for it
- More places to sit down in ride area (2)
- \$1 rides, we would stay longer (2)
- More rides at a better value (2)
- More efficiency on loading/unloading rides by staff
- Rides are too short for the money!
- Use tickets for rides. Yesterday I lost rides (did get back after going to customer service). Also other people I know had their ride pass messed up
- Price. I didn't like the ride cards. Every one of us got the wrong amount of rides taken off the cards.
- Cheaper rides for young children
- Lower cost for rides, they aren't that great
- Longer amount of time for the unlimited rides w/wristband
- Bigger rides (3)
- New rides, kids' rides
- More and better rides
- Rides that don't make you sick
- Bracelet day lasting longer than 5:00 – lines too long

- On bracelet day kids should be able to ride from 11 until closing with bracelet
- Bench seating near kiddie rides – or at least shade (2)
- Maybe 2 bracelet days for less of a crowd
- Shorter lines
- More ride discounts/package deals
- Move Slingshot back
- More activities (rides)

BOOTHS/VENDORS

- No repeat vendors (not more than 1 of a product)
- More vendors (3)
- More food booths (2)
- More local food booths (4)
- More local food vendors. I miss some not there this year.
- More commercial vendors, food booths, midway rides
- More non-commercial food – like the chicken you used to do
- More vendors, food too expensive, water fountains
- Please, please more food booths
- More booths outside, more food choices
- More commercial vendors
- Bring in more local vendors & food vendors
- More local food vendors, St. Paul's is great
- More varied commercial vendors
- More community non-profits
- There aren't many booths outside this year. Some good ones are gone.

ENTERTAINMENT

- More country artists @ main stage
- Better bands (bigger names)
- Better concerts
- More local bands
- More metal bands
- Better bands, forget the country & western
- Bigger names for concerts (2)
- Choose better main stage acts like Roseburg! The fair gets worse every year. I used to come daily for the entertainment – not this year.
- More clowns
- Handicap parking closer to main stage
- Better main stage performers for headline acts (2)
- Better music
- More music

- The Who or Pink Floyd
- Free seating for concerts (bleachers)
- Move the trucks from the performance stage area
- More main stage (national) talent - current rock
- Better sound system
- More stilt walkers, keep the animals here
- We need rodeo
- Different shows, not same ones every year - NEW ONES
- More live entertainment
- Side entertainment seemed lacking this year

ENVIRONMENT

- More shade (4)
- More shaded seating (2)
- More benches (2)
- More seating (2)
- Shaded waiting areas for rides, more places to sit in carnival area
- More shade trees, landscaping (I love the Douglas Co. Fair site)
- More shady areas to sit - lockers for things
- More areas in shade to sit, visit, & have lunch
- More shade, benches, mellow music, senior activity center
- Really interested in fair being on grass w/more shade trees, or tents w/more seats
- No smoking (2)
- Too much smoking - zero tolerance to smoke
- Smoking area
- No smoking in eating areas
- Places to put dead cig. butts
- Eliminate smokers - give them designated areas (3)
- Air conditioning
- Air conditioning in the auditorium & livestock buildings
- Move fairgrounds off asphalt and place on grass. Not as HOT!!!
- Put it in the grass, not parking lot
- Move to a location on grass so it won't be so hot.
- More garden areas
- Cooler weather (7)
- Cleanliness (4)
- Cleaner than most years
- Less dirt & dust
- Outdoor sinks - outdoor vending machines
- More clean bathrooms

EXHIBITS

- More exhibits (2)
- More animals
- More interactive exhibits
- Increase agricultural exhibits, many more horse events, tractor pulls
- Do more advertising on entering exhibits because I lost out because of not knowing computer.
- Let people know further in advance when to register to enter the fair and do it other ways besides the computer
- More ag exhibits (tractor pulls, horse & buggies)
- More art exhibits

GENERAL

- More art clubs and stands
- Access
- Lower prices, shorter lines, more places to sit down, and I really liked the crowd size today. I do not like when it gets over-crowded.
- Info booths
- Flower arrangement
- More ticket booths at entrance
- Mail the magazine
- To see better recycling – I see a lot of waste
- Less confusing ticket program – cheaper everything
- Bring back Mother Goose, corn pit, dirt pit from 2006 family center
- More activities (3)
- Lacks dynamics – not sure what would change that – identity beyond the carnival would be good
- Kids' stuff
- Maintain & upgrade livestock bldgs, not sell central downtown property
- Improved monitoring of attendees' behavior
- Motocross races
- People could be more friendly
- Better first aid
- Bring back the dime toss (2)
- More free stuff
- Above all – sanitation toilets
- More stuff
- Art in air conditioned building! Put grange back in Wheeler, fish & game back in Weyerhaeuser area, more non-profit like Lions, wine tasting somewhere
- Kids rides/things to do, cheaper prices

- Fund-raiser for 4-H clubs
- Make it better – food, more rides, etc.
- Cleaner environment
- More attractions
- Go back to Playland
- More security staff
- Staying open later during the weekdays
- Girls!
- Girls/rides/friends

PRAISES

- It's fine (2)
- It's perfect
- Awesome
- I think things are real good, clean, & people helpful
- It was great
- Nothing – everything is good
- Doing great!
- All in all it's a good fair – maybe better parking
- Good job

COMMENTS FROM SPANISH SURVEYS

- The rides should last a little longer. The ticket prices for the rides should be lower.
- The rides shouldn't be so expensive. More Mexican food.
- More Mexican food.
- Everything should be cheaper.
- The prices shouldn't be so high.
- More Mexican music without an entry fee.
- The music, food, rides and the security.
- The prices should not be so high and the food.
- The music (you could not hear it well, folklore dance should be included).
- More rides.
- Sell the food and tickets for a little less.
- Improve the rides and make them more secure.
- The prices are too high. Lower them.
- The rides and the food court.

Q9. Please indicate where you are staying during the Fair.

- Coburg
- Cottage Grove (4)
- Creswell
- Crow (2)
- Dexter
- Duck Village
- Junction City (3)
- Roseburg
- Veneta (4)
- Vida
- Home (11)
- Home an hour away
- Resident, but not in Eugene

Q11. With a limited advertising budget, what is the best method for informing you about the Lane County Fair?

- All
- Any FM station
- Bob FM (3)
- New Country 93
- KDUK (3)
- KFLY
- KGNU (5)
- KLCC (4)
- KNRQ (4)
- KORE
- KPNW (2)
- KRVM (2)
- KUGN (2)
- KZEL (3)
- NPR
- 74.9
- 93.3 (7)
- 94.5
- 94.9 (6)
- 95.3 (4)
- 99.1
- 100.9
- 104.7 (5)
- 105.5

- 106.3
- 590/1120
- 590 AM & 93.3 FM

Q14. Please share any other comments you have in the space provided below.

- Good rides. Too bad games are so expensive. Missed Subway in food court outside.
- Please keep fair at current site.
- The fair is smaller than my visits in the past.
- Had a good time!
- My other fair experience was every year at the Minnesota State Fair. I would fly there just for the fair. Hard to compare Lane Co. Fair to that one.
- More info centers to direct people to their interests.
- More things that are engaging, interesting, & inclusive of all the family (not just Midway). More engaging.
- Really liked OMSI
- More seats for sitting on the Midway while the kids ride the rides
- Came to see Canned Heat & Chicago. We also visited barns.
- Douglas Co. fair, smaller metro, attracts better, bigger bands every year.
- A beer garden with local micros featured, local wine garden. I'm a neighbor – I appreciate the free tickets.
- I enjoy the animal shows and entries from locals.
- Will not return to fair, very disappointed, not fair to vendors.
- The fair's amazing! Love it!
- Food was poor – more local/church non-fish food
- Today was grandkids day. Other days I will visit other venues.
- I have a routine every year. Save change to pay for fair; enter art, baking, floral; and attend multiple days.
- Don't like selection of family kid center. Want more crafts for kids.
- More sitting areas & chairs.
- I would keep the local flavor – animals, exhibits, etc.
- Everything is very expensive. More people would come if more affordable.
- Please provide more seating for seniors all over & in buildings. More food provided by non-commercial booths such as churches and youth groups.
- It's too hot here!
- Not as in previous years – not ice cream & cake or pie at 11:30.
- Many of the rides are running empty – the price of tickets is outrageous. A family can't afford the fair anymore. No fun anymore!
- Disrespecting Vets by charging admission. Most county and state fairs honor Vets by free admission. Even Oregon State Fair has 8/22-23 free for Vets. I

am ashamed to live in Lane County because of this. If it wasn't for us Vets, this fair wouldn't be here.

- Love the sheep.
- As much as feel bad for the animals, I like seeing the pigs & sheep. And the very amateur art show-photography.
- The weather may have something to do with it, but now (6:30pm) there still are hardly any riders on the various rides. Ferris Wheel has been completely dead. Tuesday was very crowded. My suggestion: charge a few more dollars for fair entry and have same price ride cards for all days. Something is better than nothing. Or maybe even have a \$45 card good for 3 days, ½ price of fair. Right now the regular business is completely dead and it's a chance to do away with computer scanning.
- The pie & ice cream on St. Day was appreciated. Thanks! Also enjoyed the helpful horsemen in the parking lot directing traffic & where to park.
- Less booths – it seems to be smaller.
- My granddaughter played in the Teen Scene. Great opportunity for young people to show their talent.
- I think more people would come if the rides were longer and if they were less costly. Also, more people would buy food if it cost less.
- Seems like there are less outdoor vendors/food. I think the price is too high.
- There seems to be less and less – maybe prices are too high. \$9 a ticket is outrageous.
- There are not as many vendors out on the Midway & places to eat. Like seeing the Teen Scene for kids – inspires other kids & talents.
- We want an Arby's.
- Would like to see more projects that residents can enter for competition. Also, more schools, with choral groups showcasing kids' talent.
- Senior's Daly is great – inexpensive & low key.
- Teen Scene really cool and relaxing.
- I know what a struggle the fair is to produce. Good luck to you!
- Short of vendors.
- Haven't found the amateurs & children's art yet.
- Keep doing what you're doing!
- Doing away w/covered section for food court uncalled for, charging too much so vendors can't afford to come, this has always been a main draw for some, a wider selection in food court, i.e. BBQ chicken, Arby's, etc.
- You have wrecked this fair and I won't be back again. Lack of food vendors and shade, nothing to do for seniors and disabled. We used to love the outside vendors. That was best of the fair, but now it takes 15 minutes to see the few that are left. Good luck!!!
- Lower the price for rides. I did not ride because of the price.

- I think that there was a lot less to look at.
- Wife enjoyed throwing the Ducks football.
- The weather is great.
- I was very upset with the fair this year. Made all of these breads, pillowcases, towels, cookies. Could not enter because of the way it was done this year on computer. You need to know that not everyone has a computer.
- There should be better advertising about the fair as to entering things & exhibits. Should send out brochures and flyers like it used to be. I had things to enter but it was too late. This is the first time I haven't entered anything since 1990.
- Try to help economy. It is in poor shape. Lower costs, not increase them.
- TOO EXPENSIVE!!! Use the inmates at the jail or Skipworth to do maintenance. More farm type activities (hence the name county fair). You can keep costs down if you put your mind to it. Encourage more community participation in exhibits, activities, maintenance, & cleanup. More country/bluegrass music, especially on Senior Day (if you still have it). Even during the day!
- I love the fair, have gone every year for over 20 years – please improve main stage headline acts and ag & livestock depts!
- Better variety of concerts. Bring in some Christian bands also.
- Open a voting process for choosing national acts to help boost attendance. Case the fees for the vendors to help keep retail costs down for the public. Invest in the real estate we have instead of selling and increasing the long-term costs by purchasing new real estate & building.
- Cut down on bars to provide more space for more important things/activities.
- More food booths, move booth in vendor center – much more food. Love that there is some free big name singers.
- Better than most fairs. My 4-year-old loves the kid areas.
- My kids & I come every year! It is an expensive activity, but we plan for the expense & wouldn't miss it. It's a family tradition.
- Thumbs up!
- We come every year to see a concert and enjoy the fair.
- Keep fair where it is. Don't move it.
- More handicap parking down close to main stage.
- There should be benches, picnic tables, etc. for exhausted parents, people w/disabilities, etc. to simply REST!!!
- Not sure – too hot. Find ways to keep it like old-fashioned country town fairs that are fun but still affordable.
- Couldn't afford to get a bracelet after paying admission.

- You used to do open shows of music as a daily entertainment and you no longer do that. We'd like to see more local artists take the stage for daytime entertainment. We miss it.
- Nice fair – one of the best in Oregon. Would like better parking.
- We really enjoyed the Bi-Mart toddler zone. Very friendly, relaxing, great for kids & adults.
- LOWER YOUR PRICES!
- Might try having it in June while the weather is cooler.
- Coffee booth improvement.
- Would like to know the names of guild partners and also be able to read the award tags on the quilts.
- I love the animals and the down-home feel.
- Surprised to see large open spaces – need more covered eating areas w/ tables & chairs. Giving out water was a good idea. Some people at textile exhibits were not very courteous.
- WOW!
- I won't be back next year. Very disappointed. Less & less booths. Very expensive.
- Drinking fountains would be awesome!
- Need some good vendors back. Happy to find healthy food at the fair. The spinach salad was excellent!
- Find a way to make concerts free. More variety of food, beverage (coffee).
- Nice landscaping.
- No dime toss.
- Lower prices
- Need place to sit & relax w/ a.c. Soft chairs, adults only.
- Tickets for kids' rides should be less than 6 tickets for each turn. If this has to stay that way then you should have a longer ride than the time limit now.
- Thanks for all the hard work!!
- There are booths advertised that did not actually show. Better staff training.
- This year's temps were extreme, so I'm sure that is part of the low attendance. I'd like that if you know about discount days you can save \$ on admittance.
- Super hot out, but I always love the fair! Hope the DJ dance party rocks.
- Please provide a way for low-income families to enjoy the fair. Even with discount admission, the cost of food/rides keep low-income families away. You could distribute vouchers for food/rides/admission through local agencies to allow low-income families to attend. This would achieve the goal of allowing the entire community to enjoy the event.

- A fair has many agricultural and farm goods. Now it is just a fair for people riding carnivals. Inside exhibits are scarce. The fair is too commercial. It seems there are 50% people compared to last year.
- Love the recycle/compost bins! Love the free water! How about an early morning free admission for families w/young kids (low-income) where kiddie rides are free and rest of midway is closed so families could afford to come.
- It would be right to have bracelet day every day for kids. Other fairs I have been to did bracelet day every day. That way it's affordable for everyone to enjoy!
- More seating at the main stage for people who do not have reserve tickets.
- I think you need Playland show back, more rides, more than one top performer, more of a selection of vendors outside. When you have more than one ride company you have more selection and you will bring in more money.
- I expected a lot of easier access for handicapped to rides for adults. Get rid of Funtastic, more name bands.
- My husband and I love the fair. We buy Bi-Mart passes to come every day to eat fair food and see the entertainment, exhibits, etc. This year it seemed like there was less of everything. Side Note: We do not understand why the monster truck is always behind the Bi-Mart stage making it difficult to hear some of the entertainment.
- Fun and games keep everyone happy. Keep up the good work.
- I'm glad you are doing this survey. I'm concerned that both exhibits and attendance are down – it was the same for Junction City's festival. If the State Fair follows the same trend, I'd guess it is a result of the economy – hope it is that "simple."
- Never missed a year! Great job every time!
- It was great that free water was given. Did not appreciate \$9 entry fee.
- I love the fair!!! Yay!!
- Loved the art show & watching people ride the Slingshot. The animals looked hot & sad.
- Get more hard rock acts. David Lee Roth was excellent!
- Pedro & Nick are very nice.
- First year here.
- The Fish & Wildlife exhibit should be on the grass in Weyerhaeuser area, not on hot pavement & hard to find! Where is the wine tasting & why not? Sheldon is a better setup for the granges & ag products – look to see. The art is inferior and not interesting to look at for the space it takes in Wheeler. The grange exhibits hard to see where you put them. Like others, I miss the chicken BBQ, AlphaBits corn, and the tent that is now for teens should be a

general minor venue. Children & moms should not be segregated into special areas, but integrated throughout the fair.

COMMENTS FROM SPANISH SURVEYS

- I think they shouldn't charge for parking and the entrance fair is a bit expensive.
- More accessible prices for the public.
- Everything seems to be very expensive-the food and rides.
- For my part, I think that everything is fine. Also, it is good activity for the entire family that happens each year. All is fine.
- The food that is sold is very expensive.

Appendix C

Zip Codes of Respondents

City	Zip	Frequency	Percentage
McMinneville	97128	1	0.2%
Sherwood	97140	1	0.2%
Cape Meares	97141	1	0.2%
Portland	97203	1	0.2%
Portland	97223	1	0.2%
Corvallis	97330	1	0.2%
Eugene	97401	34	7.7%
Eugene	97402	68	15.4%
Eugene	97403	6	1.4%
Eugene	97404	45	10.2%
Eugene	97405	58	13.2%
Allegany	97407	1	0.2%
Eugene	97408	13	2.9%
Triangle Lake	97412	4	0.9%
Cottage Grove	97424	3	0.7%
Creswell	97426	5	1.1%
Curtin	97428	1	0.2%
Deadwood	97430	1	0.2%
Dexter	97431	2	0.5%
Elmira	97437	1	0.2%
Fall Creek	97438	1	0.2%
Florence	97439	1	0.2%
Eugene	97440	1	0.2%
Harrisburg	97446	2	0.5%
Junction City	97448	12	2.7%
Lowell	97452	2	0.5%
Marcola	97454	2	0.5%
Eugene	97455	1	0.2%
Noti	97461	2	0.5%
Roseburg	97470	2	0.5%
Roseburg	97471	1	0.2%
Springfield	97477	53	12.0%

Springfield	97478	39	8.8%
Sutherlin	97479	1	0.2%
Umpqua	97486	1	0.2%
Vaughn	97487	10	2.3%
Hermiston	97838	1	0.2%
Schenectady, NY	12345	1	0.2%
Burke, VA	22015	1	0.2%
Tuscaloosa, AL	35401	1	0.2%
Mukwongo, WI	53149	1	0.2%
Sioux Falls, SD	57106	1	0.2%
Gillette, WY	82716	1	0.2%
Santa Clarita, CA	91350	1	0.2%
Ontario, CA	91762	1	0.2%
None Given	---	53	12.0%
